WHAT IS CLAIMED IS:

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1. A method for simulating the heating of a plastic preform comprising the following steps:

inputting a preform geometry into a preform design program;

providing oven geometry and calculating spatial location of said preform through at least one oven; providing heating information and calculating

temperatures of primary and secondary heating sources;

solving energy equations based upon said preform geometry, said spatial location of said preform, said temperatures, cooling air and absorption spectra of a material of said preform; and

computing at least one cross sectional thermal profile of a final heated preform.

- The method of claim 1 further comprising the
 step of providing a stress/strain behavior of said material and simulating stretch blow molding of said heated preform;
- 3. The method of claim 1 further comprising the 25 step of generating a bottle geometry for a bottle design.
 - 4. The method of claim 3 further comprising the step of determining a bottle wall thickness profile.

5. The method according to claim 1 including performing a design optimization routine.

- 6. The method according to claim 5 including 5 incorporating the geometry of an existing preform to determine its fitness for use in a specific application.
- 7. The method according to claim 1 wherein said step of solving energy equations includes determining an 10 emission spectra of said primary and secondary heating sources.
- 8. The method according to claim 1 wherein said step of solving energy equations includes determining an 15 absorption radiation of said preform.
- 9. The method according to claim 8 wherein said step of determining said absorption radiation includes discretizing said preform into a plurality of blocks of a 20 respective volume, wherein said absorption radiation is determined for each of said plurality of blocks.
- 10. The method according to claim 9 wherein said step of determining said absorption radiation includes
 25 determining a view factor, said view factor characterized as radiation spectra of said primary heating sources incident to each of said plurality of blocks of said preform at a respective oven location, said view factor provided by the formula

 $V_f = (1/\pi) \int dA_p \int \cos\phi \cos\theta \ dA_h/r^2$

where A_p is an area said preform, A_h is an area of a 5 heater, ϕ is an angle between normal to a preform surface and an incremental area on said heater, θ is an angle between a normal to heater surface and an incremental area on said preform, and r is a distance between normal surface A_p and A_h .

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- 11. The method according to claim 10 wherein said radiation spectra transmitted through a respective block of said preform is provided as an input for determining said absorption radiation incident to a next adjacent block.
- 12. The method according to claim 1 wherein said step of providing a stress/strain behavior further comprises discretizing said preform into a plurality of 20 sections.
- 13. The method according to claim 12 wherein said step of providing a stress/strain behavior further comprises determining an axial orientation and hoop 25 orientation.
 - 14. The method according to claim 13 wherein said axial orientation and said hoop orientation is determined for each of said plurality of sections.

15. A method for the virtual prototyping of plastic containers comprising the following steps:

generating a bottle geometry for a bottle design;

inputting a preform geometry into a preform design program;

providing oven geometry and calculating spatial location of said preform through at least one oven;

providing heating information and calculating temperatures of primary and secondary heating sources;

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solving energy equations based upon said preform geometry, said spatial location of said preform, said temperatures, cooling air and absorption spectra of a material of said preform;

computing at least one cross sectional thermal profile of a final heated preform;

providing a stress/strain behavior of said material and simulating stretch blow molding of said heated preform; and

determining a bottle wall thickness profile.

- 16. A method for the virtual prototyping of plastic containers comprising the following steps:
- generating a bottle geometry for a bottle design;

generating a preform design for said bottle by means of a preform design program;

providing oven geometry and calculating spatial location of said preform through at least one oven;

providing heating information and calculating temperatures of primary and secondary heating sources;

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solving energy equations based upon said preform geometry, said spatial location of said preform, said temperatures, cooling air and absorption spectra of a material of said preform;

computing at least one cross sectional thermal profile of a final heated preform;

providing a stress/strain behavior of said material and simulating stretch blow molding of said heated preform; and

determining a bottle wall thickness profile.

17. An apparatus for simulating the heating of a plastic preform comprising:

means for inputting a preform geometry into a
preform design program;

means for generating oven geometry, said oven geometry defining oven parameters for providing a heating source to a preform, said oven geometry including spatial locations of said preform within said oven geometry;

means for generating primary and secondary temperature heating sources for providing energy to said preform; and

a preform heating module for:

(a) solving energy equations based on inputs from said preform geometry, said spatial location of said preform, said temperature heating sources, cooling air and spectra of a material of said preform;

- (b) computing at least one cross-sectional thermal profile of a final heated preform.
- 18. The apparatus of claim 17 further comprising a blow-molding module for determining a stress/strain behavior of said material as a function of said temperatures derived in said preform heating module and simulating stretch blow molding of said final heated preform.

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- 19. The apparatus of claim 17 further comprising a means for generating a bottle geometry for a bottle design.
- 20. The apparatus of claim 19 wherein said blow molding module determines a bottle wall thickness.
- 21 The apparatus of claim 17 further comprising a design optimization module for optimizing a material 25 distribution efficiency of said preform.
 - 22. An apparatus for virtual prototyping of plastic containers comprising:

means for generating a bottle geometry for a
bottle design;

means for inputting a preform geometry into a simulation program;

means for generating oven geometry, said oven geometry defining oven parameters for providing a heating source to a preform, said oven geometry including spatial locations of said preform within said oven geometry;

means for generating primary and secondary temperature heating sources for providing energy to said preform;

a preform heating module for:

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- (a) solving energy equations based on inputs from said preform geometry, said spatial location of said preform, said temperature heating source, cooling air and spectra of a material of said preform;
- (b) computing at least one cross-sectional thermal profile of a final heated preform;
 - a blow-molding module for:
- (a) determining a stress/strain behavior of said material as a function of said temperatures derived in said preform heating module and simulating stretch blow molding of said heated preform;
- (b) determining a bottle wall thickness; and a design optimization module for optimizing a material distribution efficiency of said preform.